

Fig. 1A

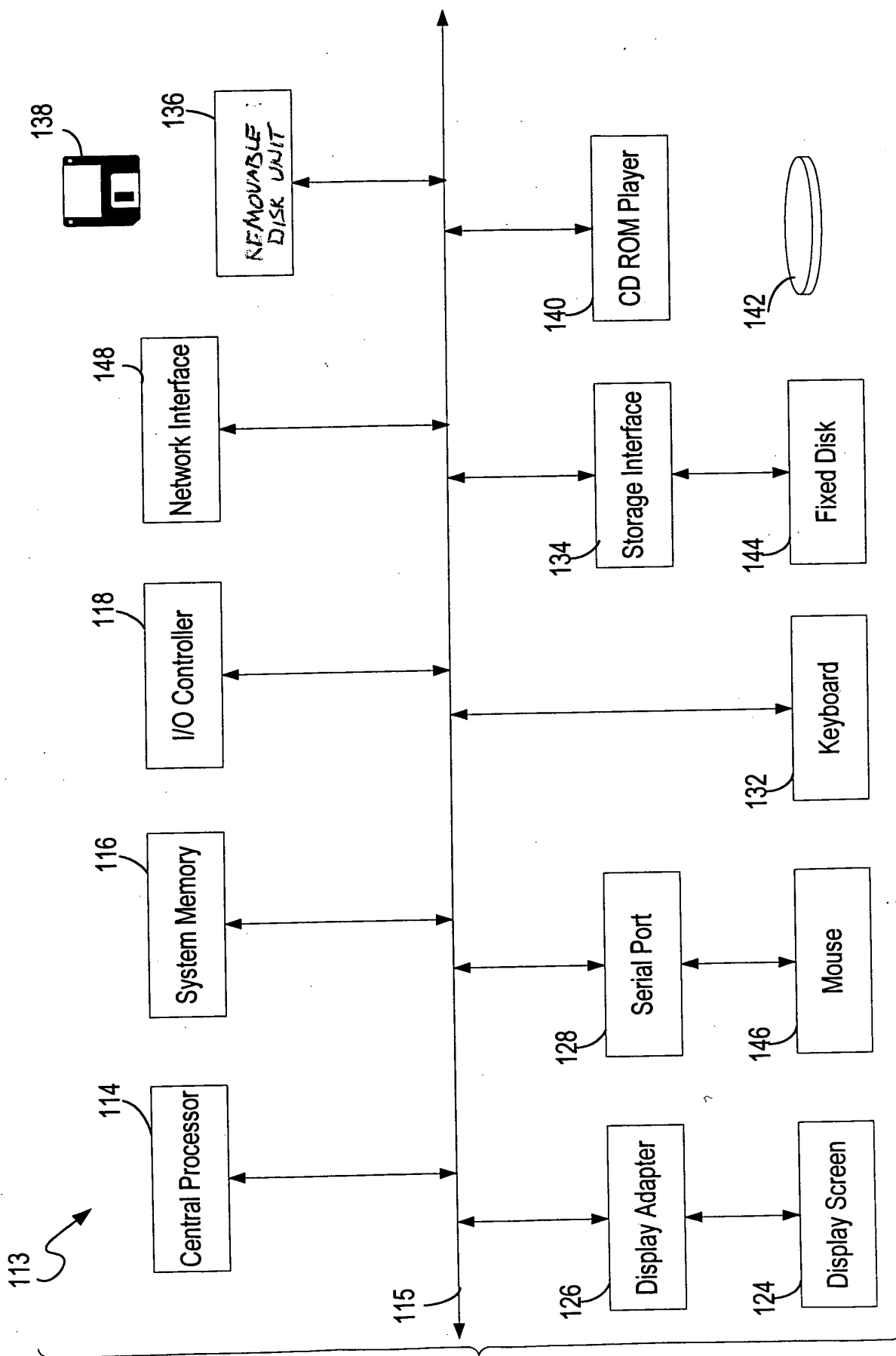


FIG. 1B

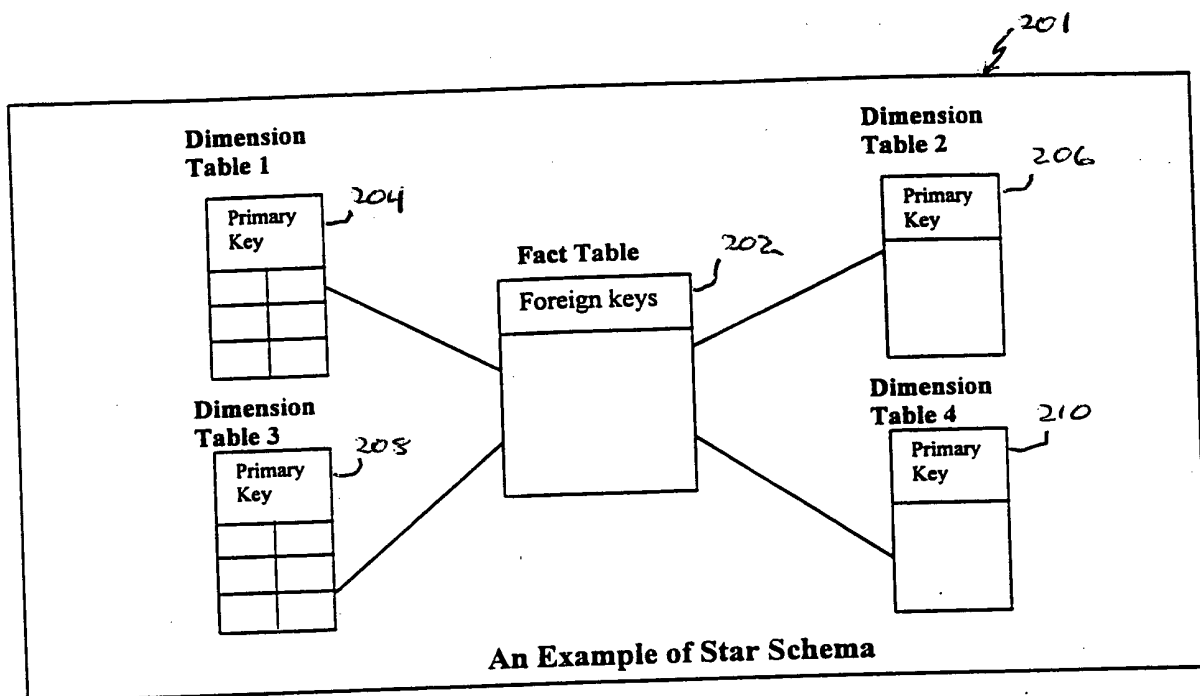


Fig. 2A

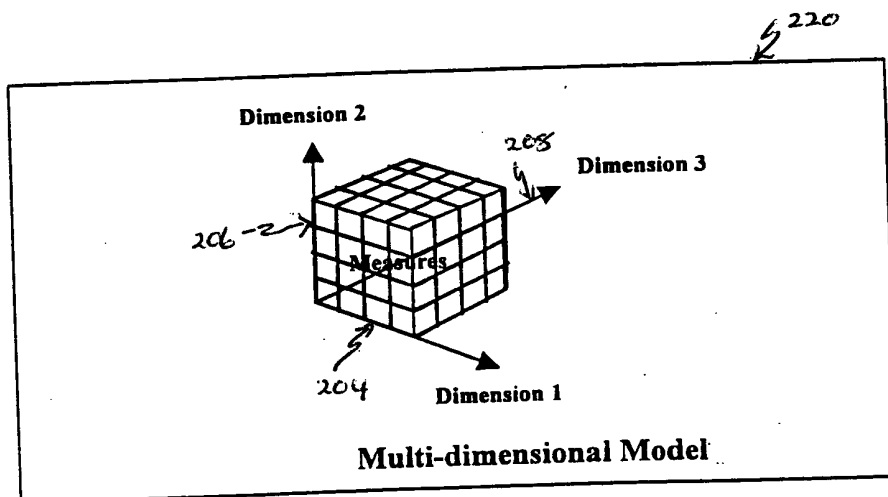


Fig. 2B

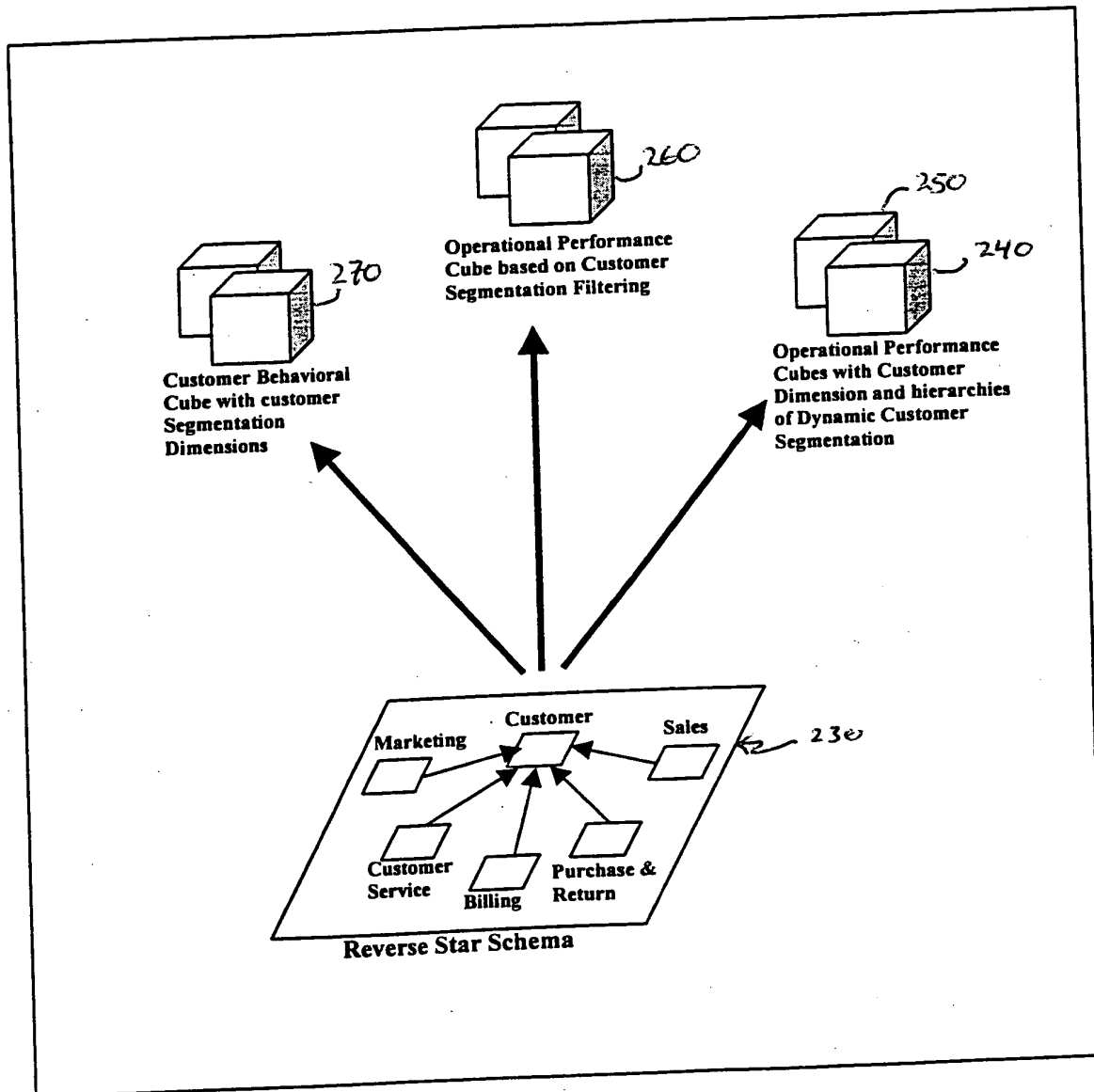


Fig. 2C

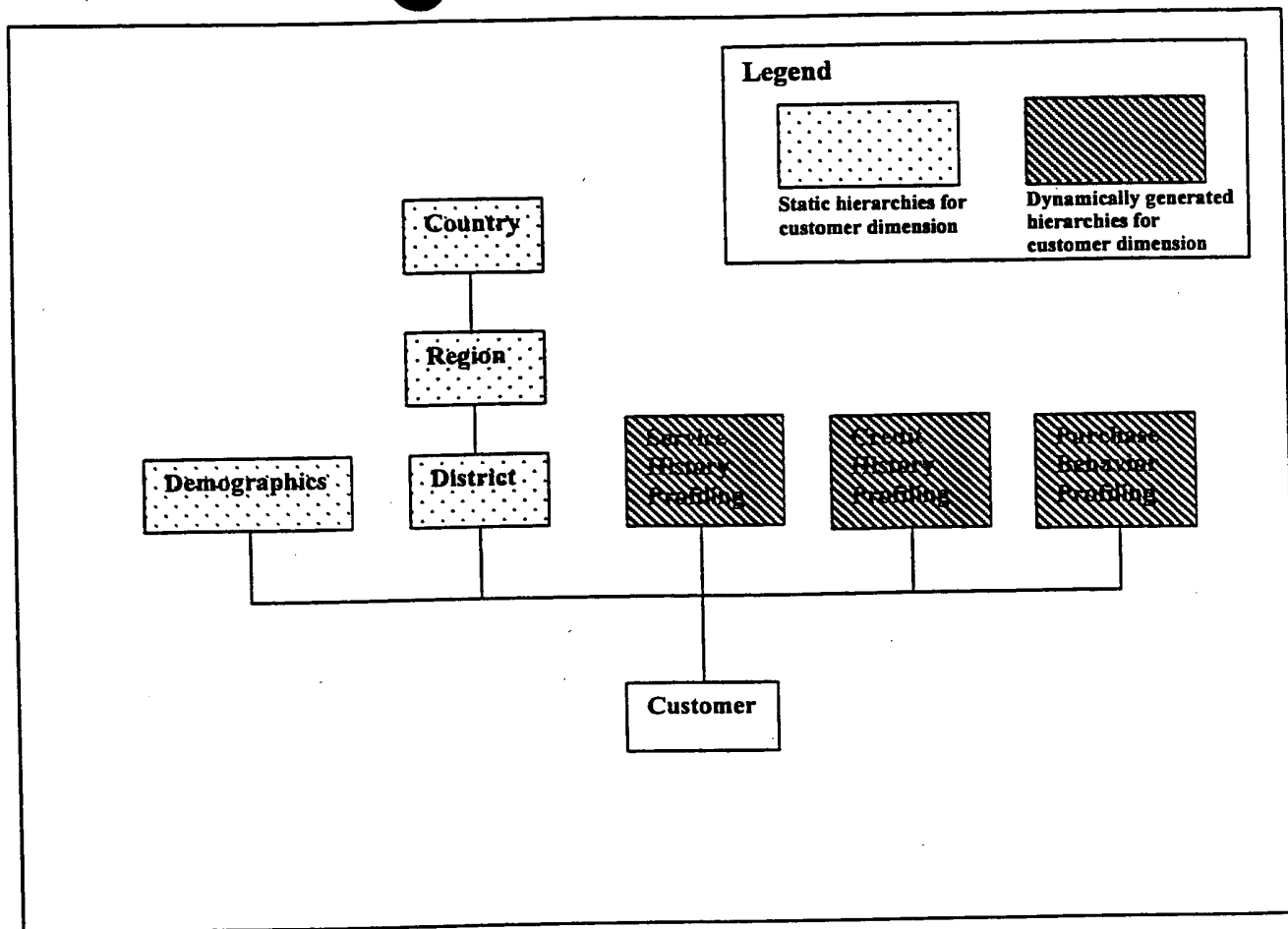


Fig. 2D

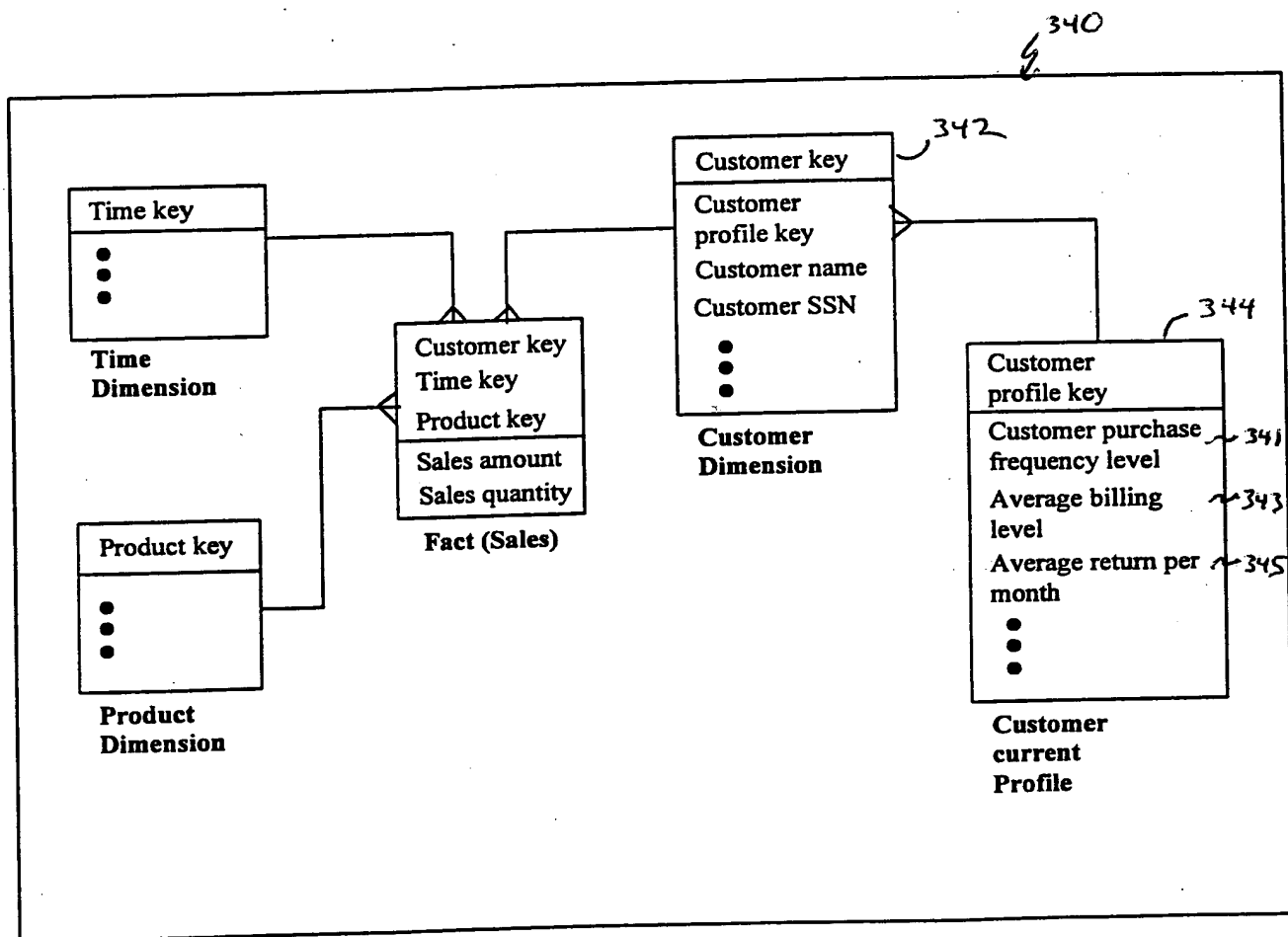


Fig. 3A

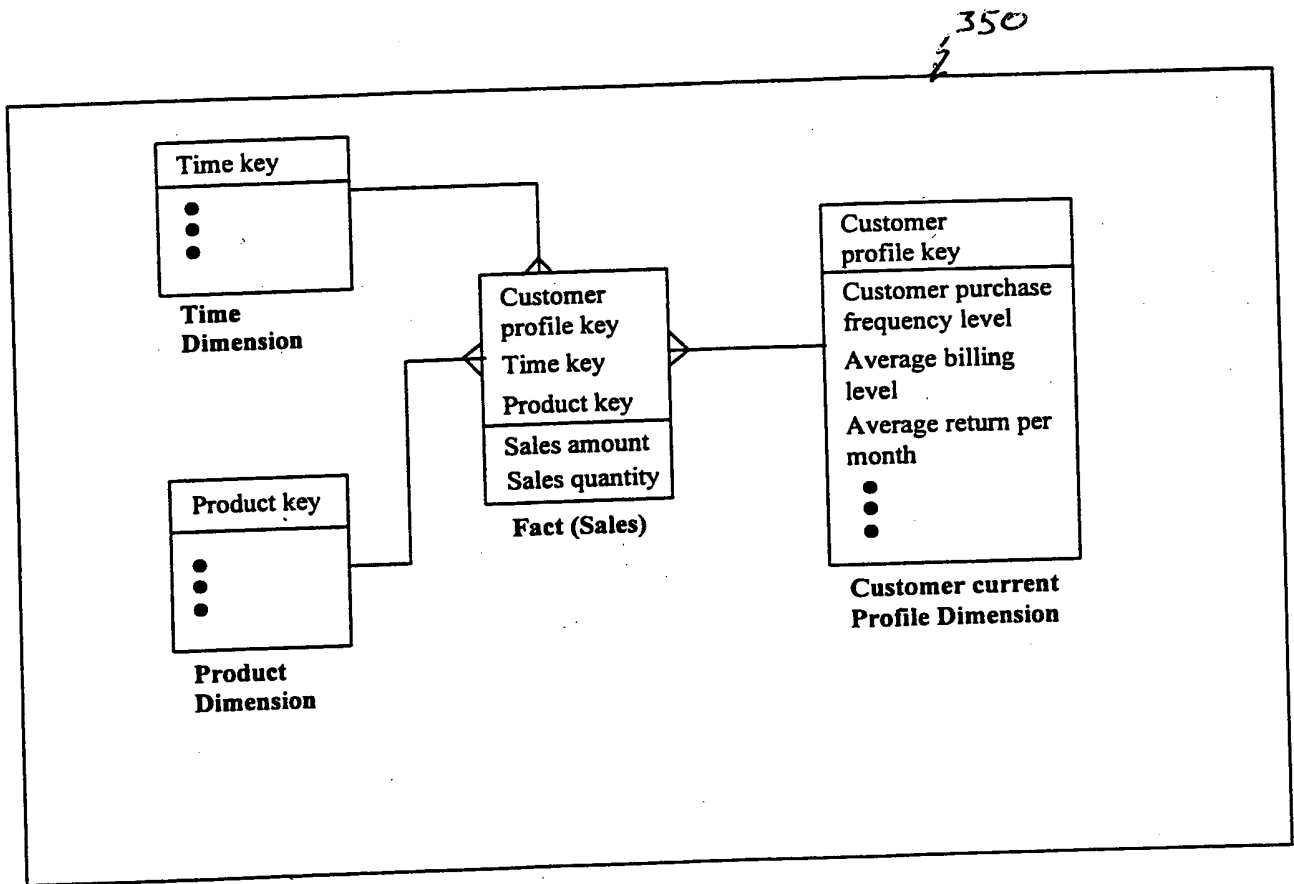


Fig. 3B

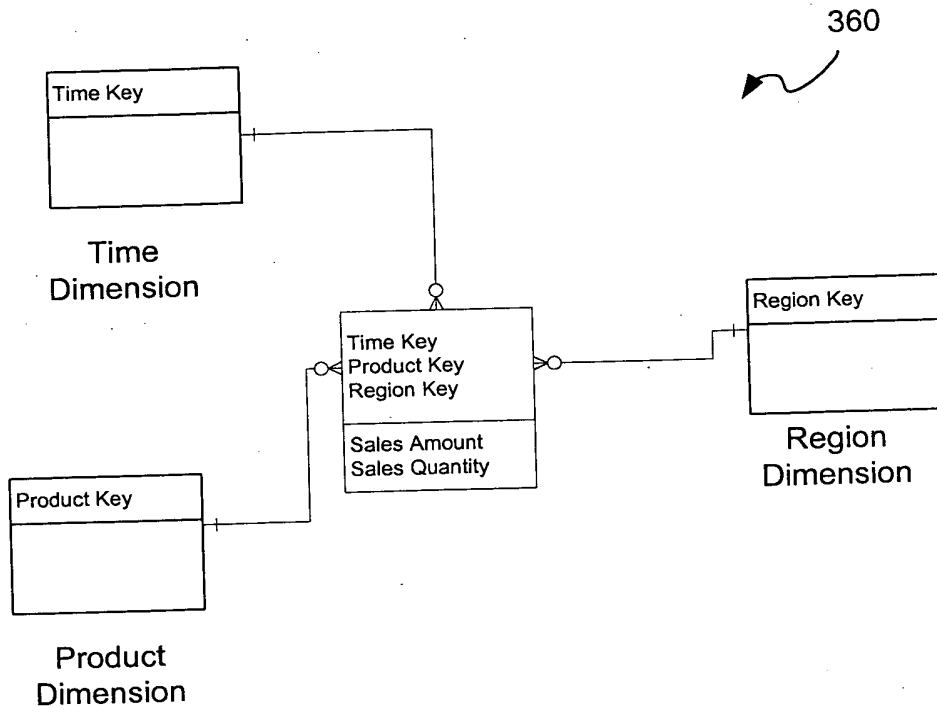


Fig. 3C





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104

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2405

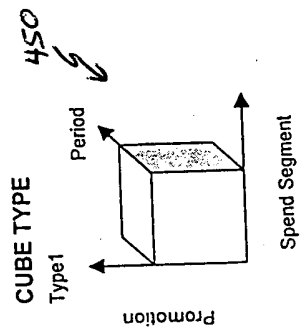
2405

Fig. 4A

**EX2:**

115

DESCRIPTION	Elements:
Dimensions: Customer Time Promotion	.Spend Segment .Period .Promotion
B-measures: Avg. spend amount	Formula: sum(purch_amt) / count(trans)



## REPORT LAYOUT

[illegible]

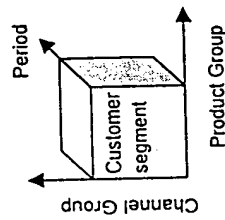
Fig. 4B

EX 3: 421

<b>Dimensions:</b> .Channel .Product .Time	<b>Elements:</b> .Channel Group .Product Group .Period
<b>B-measures:</b> Sales Contribution	<b>Formula:</b> $\text{sum}(\text{purch\_amt}) \text{ filtered}$ $/ \text{sum}(\text{purch\_amt})$
<b>Filter Dimension:</b> Customer	<b>Filter Elements:</b> Customer Segment

**CUBE TYPE**

## Type 2



## REPORT LAYOUT

425

Jan-99

	Product Group	On-line	Store	Sales Contribution	Catalog
Data Set Customer Segment =	Gifts				
	Electronics				
	Video Games				
	Books				
	CD's				
	More Months				

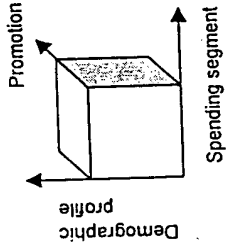
Fig. 4C

EX 4: DESCRIPTION

Dimensions: Customer Promotion	Elements: Spend Segment Demographic Profile Promotion
B-measures: Count of Customer	Formula: count(cust_key)

CUBE TYPE

Type 3



470

REPORT LAYOUT

435

Christmas Promotion		Count of customers		
Age	Gender	Gold	Silver	Copper
18-24	M			
18-24	F			
25-34	M			
25-34	F			
35-44	M			
35-44	F			
45-54	M			
45-54	F			
55-64	M			
55-64	F			
65+	M			
65+	F			

More Promotions

Fig. 4D

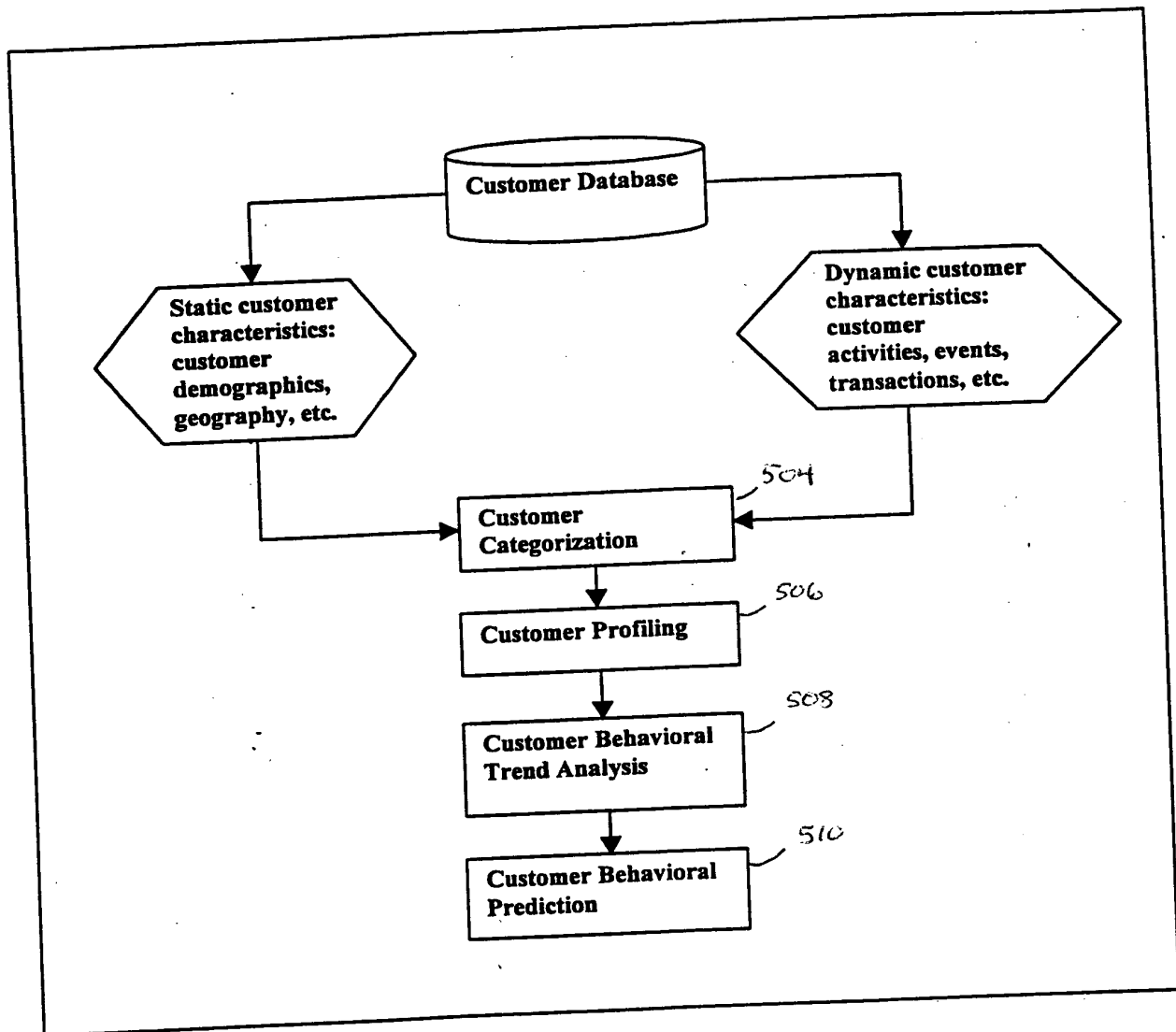


Fig. 5A

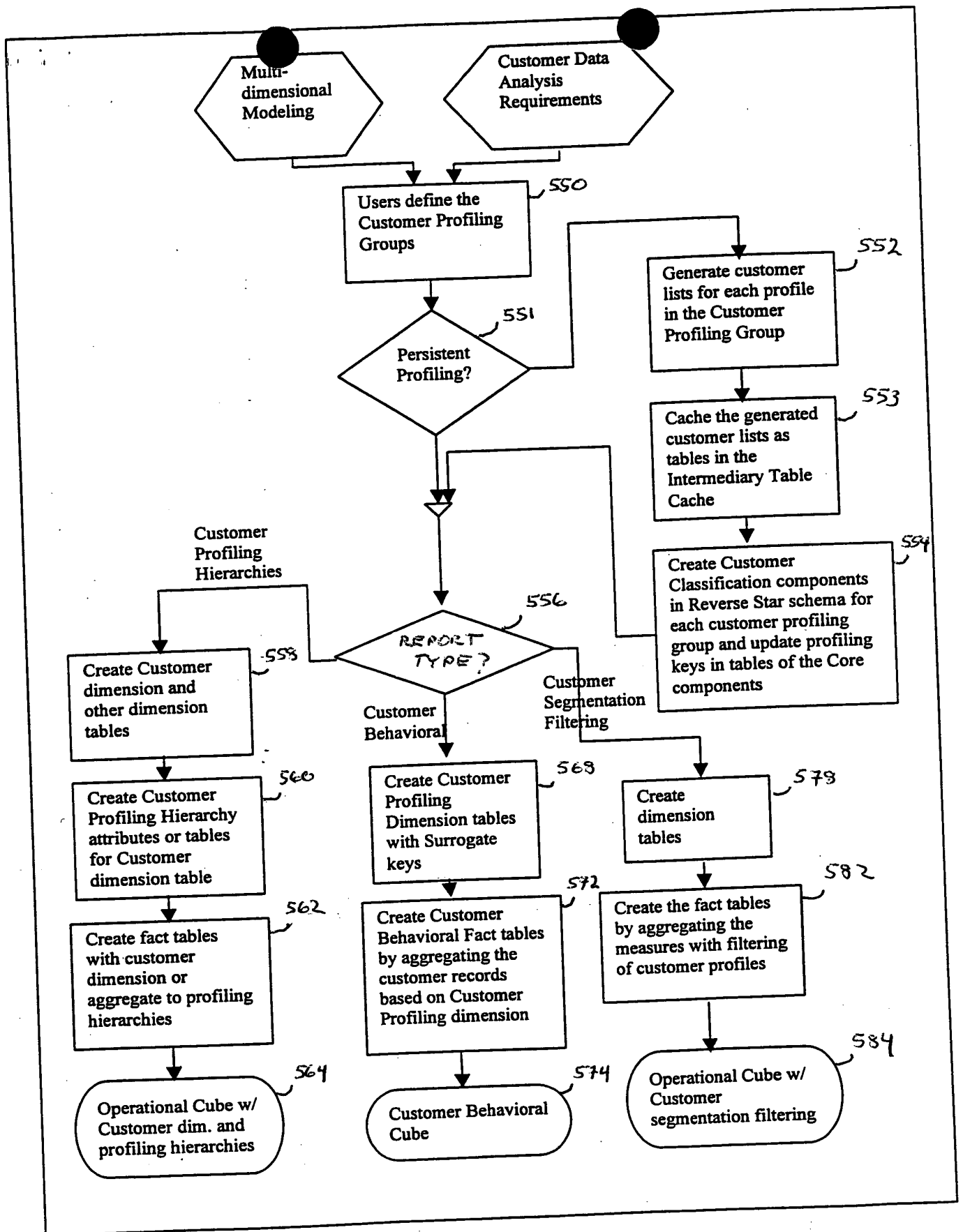


Fig. 5B

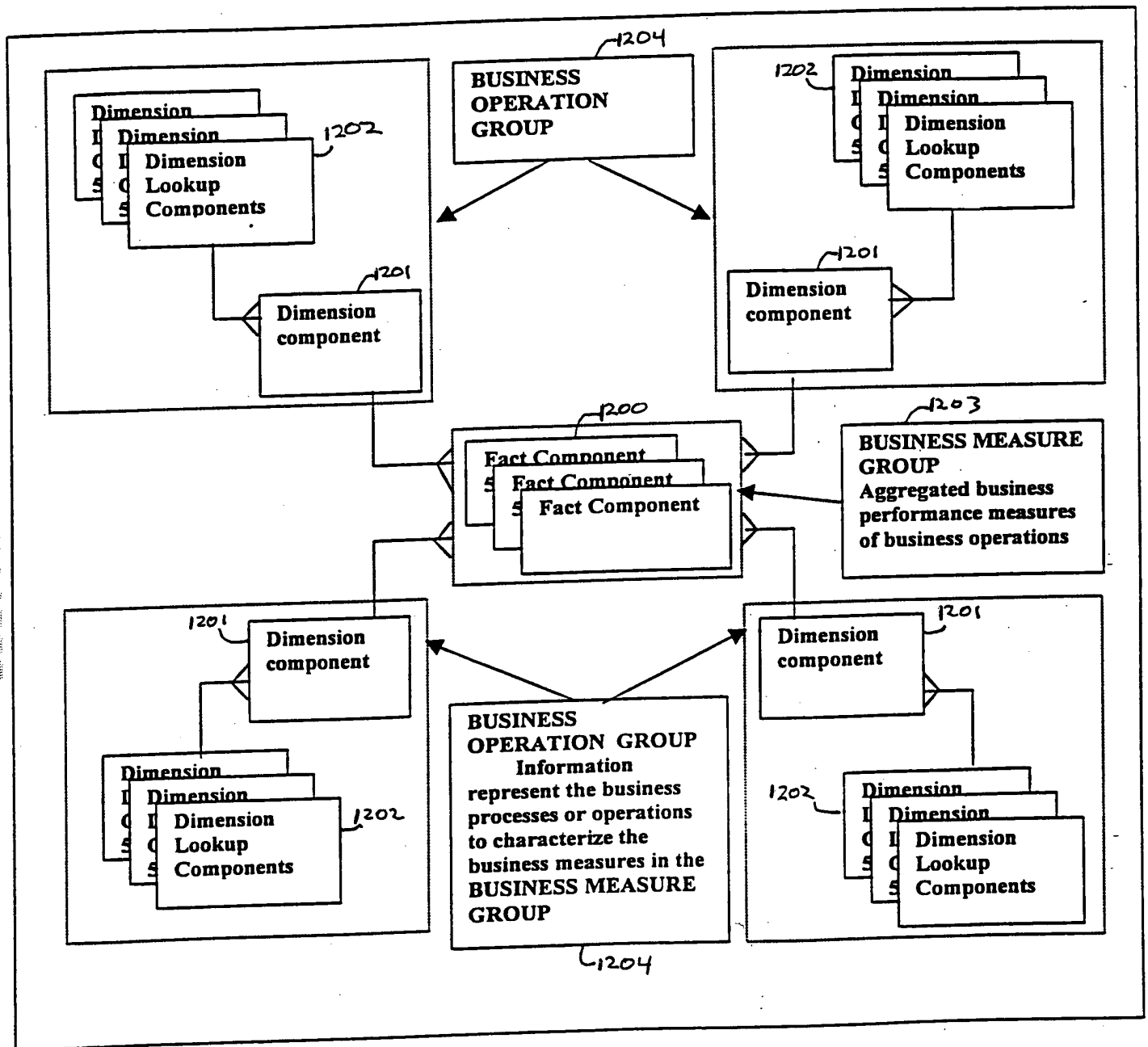


Fig. 6A





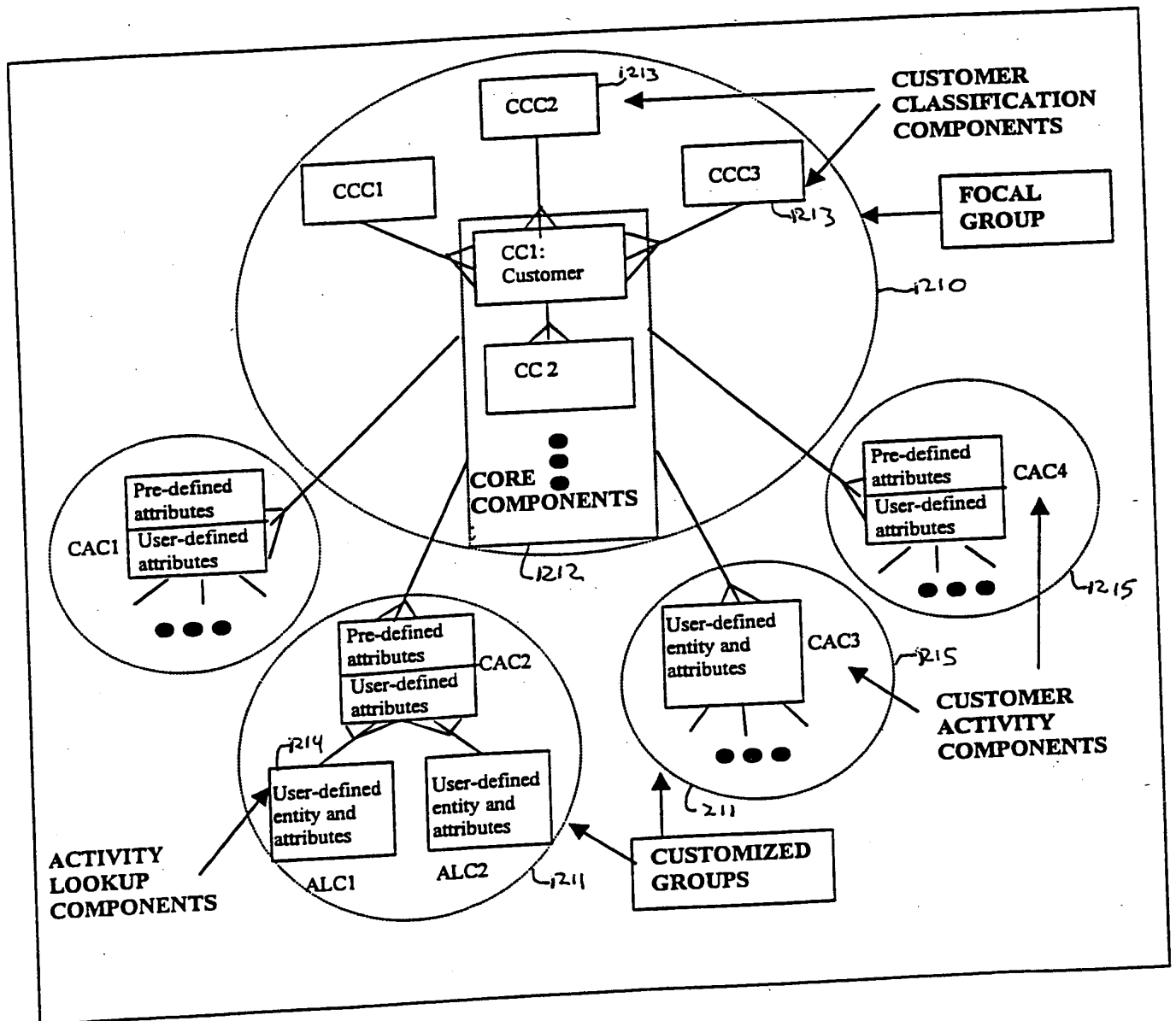


Fig. 6C

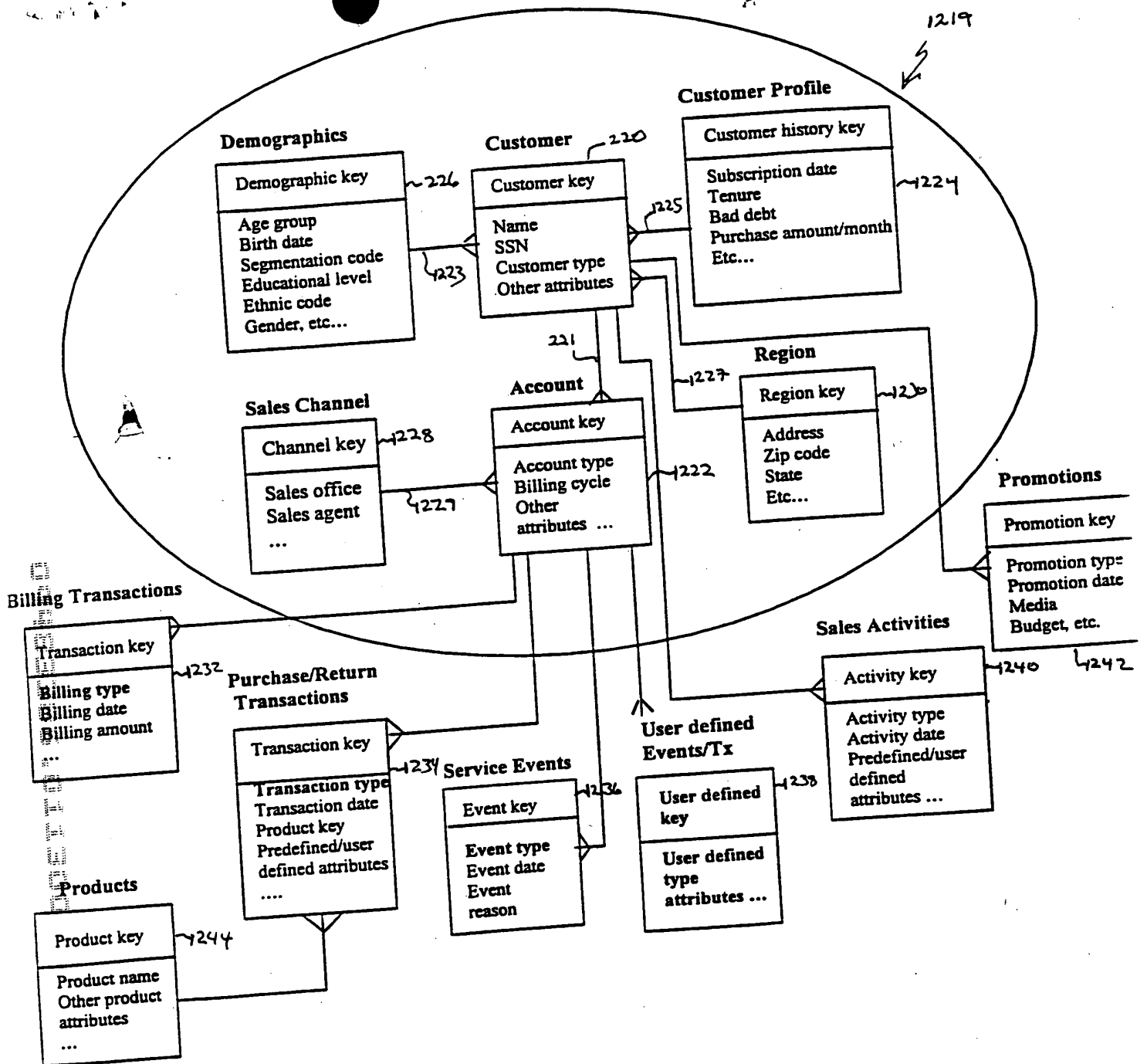


Fig. 6D